



BROOME VISITOR CENTRE



visitBroome.com.au

2025

MEMBERSHIP PROSPECTUS

Streeter's Jetty
Photo: Yen Ta

(08) 9195 2203 | www.visitbroome.com.au | membership@visitbroome.com.au

ABOUT US

The Broome Visitor Centre is the largest, fully accredited, not-for-profit Visitor Centre in the Kimberley. It is the hub and gateway for visitors to the Kimberley region.

We pride ourselves on being a progressive, innovative and forward-thinking organisation with a commitment to first class visitor servicing and encouraging visitors to explore everything Broome and the Kimberley has to offer. Our primary role is to assist visitors with local information about attractions, travel advice, tour and accommodation bookings by phone, email, online and in the visitor centre.

WHAT WE DO

We promote key and unique attractions in our shire and the North West region as 'must see'. We encourage people to stay longer and share their stories and make the most of their visit.

- We are a **friendly and attentive team** who live locally and are proud to share our local knowledge
- We **work in collaboration** with operators, tourism industries and local community to ensure quality products and services
- We are an **accommodation, car hire and tour booking agent**
- Broome is a major WA regional port for **cruise ships** - and we are there to meet and greet them
- We sell **local products**, souvenirs, maps and more
- We regularly update our **social media channels** with **45,300 followers** in 2024 resulting in **over 520,000 reach** from organic / unpaid posts and **over 1 million views** across FB and Insta in 2024.
- We **represent and advocate** on behalf of the region's tourism industry
- We **contribute** to the development and improvement of the region's tourism industry
- We contribute to the preparation and implementation of Federal, State and regional plans for or relating to the region's tourism industry
- We carry out any other functions consistent with **promotion of the region** as a tourist destination
- We create **community awareness of the value of tourism** to the region's economy and encourage the support of local businesses and residents

The Broome Visitor Centre supports our valued members,
from small businesses to our larger tourism operators

The Kimberley, three times the size of England, is one of the world's last wilderness frontiers. Broome is the gateway to so many iconic tourism experiences, but we always welcome relationships with local services such as restaurants, transport, events, retail, community services and more...

OUR ROLE WITHIN THE TOURISM STRUCTURE

Buccaneer Archipelago, Dampier Peninsula
Photo: Tourism Western Australia



BRAND
AWARENESS
OF AUSTRALIA



BRAND AWARENESS
OF WESTERN
AUSTRALIA



MARKETING OF
THE PILBARA AND
KIMBERLEY REGION



LOCAL INFORMATION
AND BOOKING AGENTS
FOR MEMBERS

HOW TOURISM BENEFITS OUR REGION

Tourism generates growth in local spend and employment opportunities. It also encourages investment into the development of infrastructure and the protection of natural areas and cultural icons for the shared benefit of visitors and the local community.

WHY JOIN THE BROOME VISITOR CENTRE?

All businesses, professional services and commercial operators within our region, will ultimately receive a benefit that has been provided, directly or indirectly, to the local economy by tourism.

It is in the direct interest of all those who benefit from tourism to participate in, and contribute to, the effective promotion of the region and the planned management of its marketing activities. The success of our Local Tourism Organisation requires people to take ownership and make positive contributions to the organisation through active membership and support.

Through a collaborative approach, members work together to advance our common goals for the development of the tourism industry in Broome and the Kimberley.

For 48 years we have provided information and booking services for tours, accommodation and more in Broome and the Kimberley.

Our staff have expert knowledge, experience and offer local advice.

THE VALUE OF YOUR MEMBERSHIP

Below are key areas we can assist you in...



VISIBILITY



We help to increase your visibility in Broome and beyond.

- Through the visitor centre, serving over 110,000 visitors in 2023-2024
- Our website visitbroome.com.au (over 1.9 million page views in 2023-2024)
- High quality Visitor Guide Magazine (65K print and digital)
- TripAdvisor (#7 for Broome)
- Social media engagement on Instagram and Facebook
- TV campaigns
- Print advertising

COMMUNITY



Join the heart of the tourism industry in Broome. You too can be part of the diverse community of members at the BVC.

- We represent you to the customers who enter through our door and contact our centre each day
- Develop connections with likeminded people
- Members networking events
- Cruise ship engagement strategy

"59% of NorthWest visitor centre users indicate they make a booking while in the centre - highest result in the state of WA"
- *The Value of Visitor Centres in WA* -
12 June 2024 report

PROMOTION



Position your business at the very heart of tourism in Broome, by showcasing your business to thousands of travellers each year.

- Display your brochure instore
- Personal promotion through our skilled local team instore
- Your business recommended to visitors who phone the visitor centre
- Website 920,000 page views, and 273,000 users in 2024
- Digital advertising opportunities
- Engaging instore advertising
- Magazine promotion

SUPPORT



Our commitment is to engage in relationship and support our members.

- Professional customer service
- Dedicated and highly skilled staff
- Call centre
- Membership consultant and support
- Training through industry events
- Event support and marketing
- Promotional and cross-promotional support

TRAINING



We provide access to unique training and Industry support.

- Bookeasy training and support
- Membership support
- Famil or product updates
- Industry specific training
- Sharing webinars of interest
- Sharing helpful resources

RESOURCES



Our strategy is to resource our customers and sales team with your business information.

- Instore brochures
- Website promotion
- Magazine promotion
- Welcome packs
- Famil training
- Advertising opportunities to enhance your presence
- Partnership opportunities
- Support with advocacy

READ ON TO FIND OUT MORE ABOUT OUR MEMBERSHIP PACKAGES >>

CHOOSE A MEMBERSHIP PACKAGE THAT SUITS THE BENEFITS AND SERVICES YOUR BUSINESS NEEDS.

PREMIUM MEMBERSHIP

\$680 EX GST

\$748 INCL GST

The principal package for **businesses with a sellable product** looking to benefit from being instantly bookable 24/7 and our visitor servicing activities 13% commission for instantly bookable products – 15% commission on any bookings that are “On request”.

MEMBERSHIP ADD ON

\$210 EX GST

\$231 INCL GST

Designed for **businesses that have two or more product/ services** to promote under the one banner. This is for additional products or services provided under the same ABN as the main membership. Instantly Bookable product through Bookeasy 13% commission and ‘On Request’ Bookings 15% commission.

LOCAL BUSINESS MEMBERSHIP

\$260 EX GST

\$286 INCL GST

Designed for businesses such as **retailers and service providers who see visitors** as a valuable component of their market mix and want to access promotional opportunities through the Broome Visitor Centre. This includes a website listing and other benefits and exposure.

NON - REGIONAL TOURISM PACKAGE

\$260 EX GST

\$286 INCL GST

Designed for **tourism businesses located outside the Broome catchment area** that already have an existing Visitor Centre membership who are wishing to gain further exposure through the BVC activities. 15.5% commission on any bookings.

CORPORATE SUPPORTERS

\$420 EX GST

\$462 INCL GST

The principal package for **corporate businesses** looking to support the work of the Broome Visitor Centre and the many benefits we provide to the wider community.

EVENTS MEMBERSHIP

\$150 EX GST

\$165 INCL GST

Membership is available to events, providing support and **exposure instore and online** through the Broome Visitor Centre. For major events or festivals with multiple events, we are happy to discuss pricing, instore and digital marketing opportunities on enquiry.



60% of travellers are likely to visit a visitor centre when on holiday in WA.

Almost **2 million** visitors to WA used a visitor centre in 2023.

FEATURES	Premium Membership	Membership Add on	Local Business	Non - Regional Tourism	Corporate Supporters	Events
Priority recommendation above non-members	✓	✓	✓	✓	✓	✓
12 Months FREE business listing in our professional visitor's guide	✓	✓	✓	✓	✓	✓
Free Map Reference	✓	✓	✓	✗	✓	✗
Regular BVC member E-updates	✓	✓	✓	✓	✓	✓
Promotion on BVC social media	✓	✓	✓	✓	✓	✓
Invitations to industry events	✓	✓	✓	✓	✓	✓
Opportunity for inclusion in cooperative marketing activities	✓	✓	✓	✓	✓	✓
Eligible to nominate for the BVC Board	✓	✓	✓	✗	✓	✓
Invitations to any specialised workshops and industry training	✓	✓	✓	✓	✓	✓
BVC team able to attend site visit FAMILS or hold Product Information Training session (PITS) at the BVC	✓	✓	✓	✓	✓	✓
Opportunity to participate in promotions	✓	✓	✓	✓	✓	✓
Opportunity to be included in published itineraries and tailored packages	✓	✓	✓	✓	✓	✓
Your product promoted and bookable online 24/7	✓	✓	✗	✓	✗	✗
Your product bookable online & instore seven days a week	✓	✓	✗	✓	✗	✗
Membership Consultation and support	✓	✓	✓	✓	✓	✓
Cross promotion on social media. Shares and links to your page when content is of a high enough quality and relevant to our target market	✓	✓	✓	✓	✓	✓
Company logo to appear on the new BVC website	✗	✗	✗	✗	✓	✗

If you are not sure which membership to choose...

We would love the opportunity to chat and explain our membership options.

MARKETING

The Broome Visitors Guide is distributed to over 75 businesses locally with an average of 65,000 copies being distributed all over Australia and Singapore.

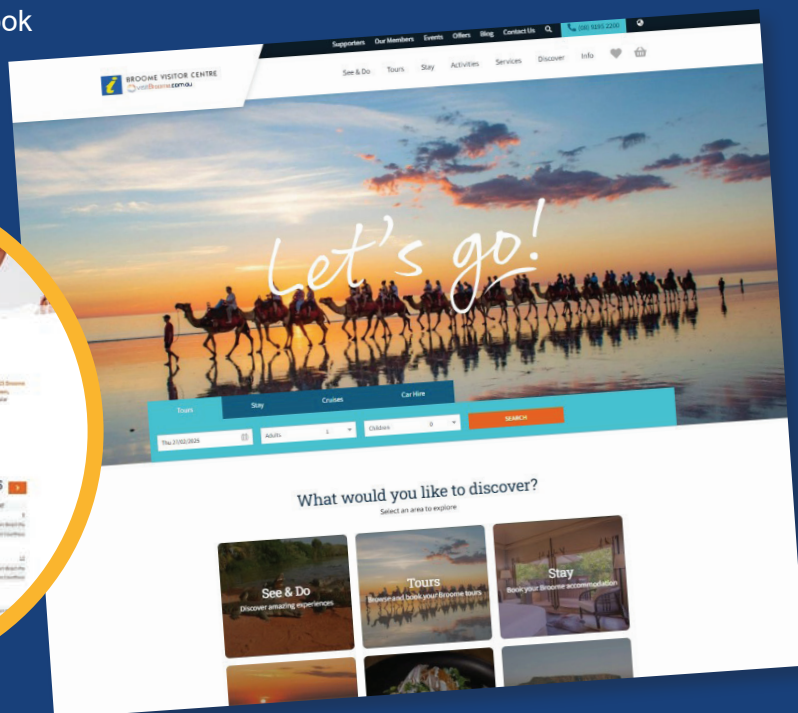
[Digital issues](#) are available for viewing online.

WEBSITE

The [Visit Broome website](#) is one of the most informative and comprehensive websites about Broome within Australia. We feature within the top five Google listings for the majority of searches on Broome averaging over 76,800 page views each month (or 23K unique website visitors per month on average). As a member, you have the opportunity to feature your business on our website.

CALENDAR OF EVENTS

We have created the most comprehensive online calendar of events on our website. This centralised calendar is a one-stop resource for the whole community with links to online ticket bookings, facebook events and further information. To view the online calendar go to www.visitbroome.com.au/events



2023-2024 WEBSITE STATS

Online tour bookings - **UP 25.5%**

Online total sales - **UP 10.6%**

Website sessions - **AVERAGE 33K PER MONTH**

Website page views - **AVERAGE 77 K PER MONTH**

FREQUENTLY ASKED QUESTIONS

1 Where does my money go?

Broome Visitors Centre is a not-for-profit incorporated association whose primary aim is to build the success of Broome and the Kimberley region as a tourist destination. Membership fees and any booking commissions are invested directly into the provision of booking services, visitor information services and local tourism industry promotion. Likewise, any operating surpluses are reinvested into the improvement of these services.

2 Does my Broome Visitor Centre membership include a listing in the Broome Visitor Guide?

A BVC member will automatically receive a listing within the Business Directory section. Some businesses will also be promoted throughout editorials. All businesses will have the opportunity to purchase an advert. Businesses will also be promoted through editorials where appropriate.

3 What if I don't have bookable products (e.g. I'm a retailer, café owner etc...)

No problem at all! Visitors also search online for things to do and see whilst in our region. Visitors still like to know where to go to get a great cup of coffee, buy local produce or that special something to remind them of their time in Broome. We have members of all types that we promote.

4 I am not in the tourism industry, why should I be a member?

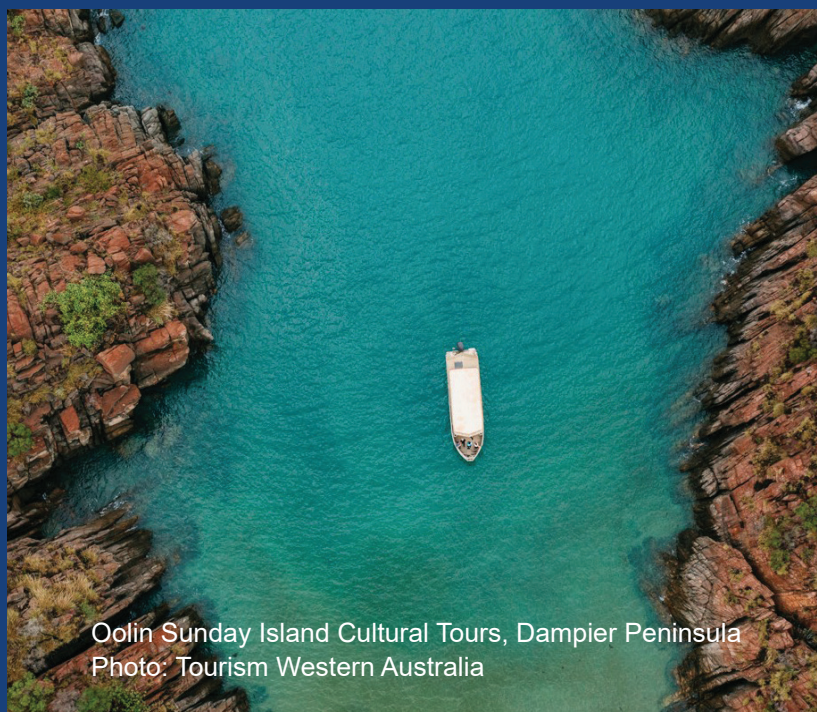
The visitor economy not only refers to the core tourism services of accommodation, hospitality, transport and activities but the full suite of other businesses and services which add to the overall visitor experience in the region. If any part of your income derives from visitors, or people who make their income from visitors, you are part of the visitor economy! Spending by visitors spreads through our communities providing a wide range of jobs, facilities and opportunities.

5 Can I be a member of more than one Visitor Centre?

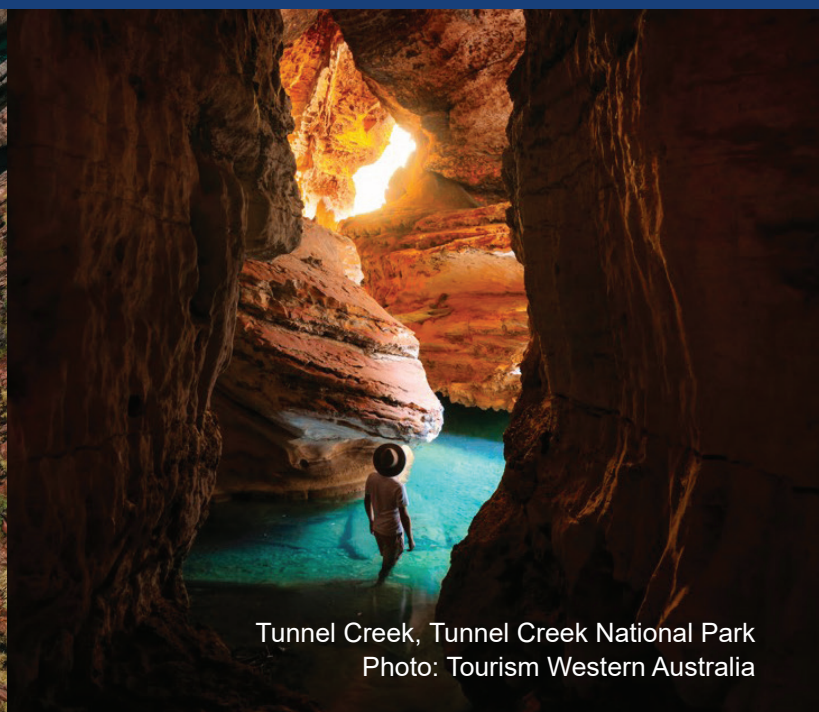
Absolutely. All visitor centres cover specific regions, however even if you are outside the visitor centre's catchment area, there are still many benefits such as instore brochure racking, website listings and extra business exposure. It is a good idea to have a membership in a neighbouring Visitor Centre to make the most of as many marketing opportunities as possible.

6 I would like to change my membership level what should I do.

That is easy! Just call the friendly staff at the visitors centre on 08 9195 2203 to speak with the Membership Supervisor or email membership@visitbroome.com.au and we will sort it out for you.



Oolin Sunday Island Cultural Tours, Dampier Peninsula
Photo: Tourism Western Australia



Tunnel Creek, Tunnel Creek National Park
Photo: Tourism Western Australia

WEBSITE LISTINGS ARE INCLUDED WITH ALL MEMBERSHIP LEVELS

The screenshot shows the website for Broome Courthouse Markets. At the top, there is a navigation bar with links for Supporters, Our Members, Events, Offers, Blog, Contact Us, and a phone number (08) 9195-2200. Below the navigation bar, the main heading is "Broome Courthouse Markets" with a breadcrumb trail: Home / Our Members / Broome Courthouse Markets. There are also tabs for Local Businesses, Attractions, Family Fun, and Markets. The address is listed as 8 Hammersley Street Broome WA 6725. The main content area features five images: a large outdoor market stall, a group of people in traditional Indigenous dress performing, a busy market street, a stall with various goods, and a stall with large patterned textiles. Below the images, there is contact information: info@broomemarkets.com.au and 0422 802 885. A paragraph describes the markets as a major tourist attraction in Broome, and there are sections for Saturday and Sunday market hours.

We provide you access, via a Bookeasy console login to **UPDATE YOUR OWN LISTING** anytime.

FIVE IMAGES can be added to your member listing to add interest.

Your **BUSINESS DESCRIPTION** can include important information for visitors and can be updated seasonally.

BOOKABLE MEMBERS can have their products listed and bookable 24/7. Our website performs very well in search engine results.

Your member listing is added **LISTED IN 4-5 CATEGORIES /SECTIONS** (as appropriate) on our comprehensive website at www.visitbroome.com.au

A grid of six promotional cards for various services. Each card has a background image and text: "See & Do" (Discover amazing experiences), "Tours" (Browse and book your Broome tours), "Stay" (Book your Broome accommodation), "Fly" (Book Broome Scenic Flights), "Activities" (Broome galleries, cafes, museums and more...), and "Cruise" (Explore on a Kimberley Cruise).

Bookable product?

We can connect to most major booking systems through the Bookeasy channel managers.

Would you like to find out if your existing booking system can be connected via our Bookeasy system?

Send us an email or give us a call.

Local business listings are perfect for small businesses!

The value of Western Australia's (WA) tourism industry in 2023-24 was \$18.3 billion, as measured by Gross State Product (GSP). Please support your local visitor centre as a financial member to ensure the future growth of the tourism industry in Broome. We advocate for tourism opportunities on behalf of our valued members.



#visitbroome

Call: (08) 9195 2203

www.visitbroome.com.au

membership@visitbroome.com.au

Contact Details

Business name:	ABN:
Contact Person:	Position:
Business Street Address:	
Postal Address:	
Accounts Email address:	
Contact Number:	

Membership Level

Premium Membership \$680 Ex GST / \$748 Incl GST Instantly Bookable product through Bookeasy. Commission 13%	<input type="checkbox"/>
Premium Member Business Add On \$210 Ex GST each / \$231 Incl GST Instantly Bookable product through Bookeasy. Commission 13%	<input type="checkbox"/>
Premium Membership \$680 Ex GST / \$748 Incl GST On Request Bookings 15% Commission.	<input type="checkbox"/>
Premium Member Business Add On \$210 Ex GST each / \$231 Incl GST On Request Bookings 15% Commission.	<input type="checkbox"/>
Local Business Membership \$260 Ex GST / \$286 Incl GST Businesses without bookable products.	<input type="checkbox"/>
Local Business Add On P.O.A Businesses needing an extra membership without bookable products.	<input type="checkbox"/>
Non-Regional Business \$260 Ex GST / \$286 Incl GST With or without bookable product through Bookeasy. Commission 15.5%	<input type="checkbox"/>
Corporate Supporter \$420 Ex GST / \$462 Incl GST	<input type="checkbox"/>
Event membership \$150 Ex GST / \$165 Incl GST	<input type="checkbox"/>

Account Details

(Your booking funds will be deposited into the following bank account. Please check the details are correct. Changes to these account details must be emailed to accounts@visitbroome.com.au)

Account Name:	
BSB: -	Account Number:

Membership Payment Method

- Direct Deposit** BSB: 066 - 505 Account No: 0016 1771
Please ensure your business name is in the description field for accounting purposes
- Credit Card** (Mastercard/Visa) Please note: All credit card transactions will incur a 1.5% processing fee

Card Number: _____ EXP: _____ / _____ CVC: _____

Amount: _____ Signed: _____ Date: _____ / _____ / _____

Print Name on card: _____

Broome Visitor Centres Membership Terms & Conditions

As a member of the BVC you acknowledge and agree to be bound by the BVC Rules of Association, the BVC Code of Conduct and the BVC Terms and Conditions. The Code of Conduct and Terms and Conditions are set out below. The Rules of Association Constitution are available by contacting the Manager. The acceptance of the terms & conditions will apply upon payment of membership renewal. The business complies and will continue to **comply with all Commonwealth, State and municipal authority laws** which affect the conduct and supply of services of this business, and indemnifies, and will keep indemnified, the BVC against all actions, proceedings, claims, liabilities and costs in respect of any breach of these laws.

- **All BVC members must hold all required licenses, permits, approvals and authorities required** to operate their business in agreement with any local, state and federal authorities and within the law, all of which must be current and up to date. All members must hold the appropriate cover of public liability insurance and will be required to provide this certificate of currency to the BVC at the start of each membership year.
- **I/We undertake to notify the BVC immediately** if any of the above applicable certificates, permits, licenses etc. are cancelled, expire or otherwise become inoperative during our membership of BVC.
- Members with bookable products agree to pay commission to the BVC as a condition of membership.
- **Commission rates** are set out in your membership level between 13% to 15.5%. Operators with bookable product must advise the BVC in writing of any change in their Bookeasy booking status from 'instantly bookable' to 'On request' or vice versa.
- **Website contact details:** any member with bookable product must not display any contact details (including URLs) or other calls to action on Bookeasy, this includes in operator's tour blurbs/descriptions or terms and conditions that show online.
- **Website detail changes:** It is the responsibility of the member to make the appropriate changes on their Bookeasy console. BVC has strict guidelines and requirements for all webpage member content. BVC staff are NOT authorised to make changes to a member's business page content in Bookeasy unless an official request for change has been received in writing. Such changes to business page content actioned by BVC staff may incur a fee. In some instances, BVC staff may add custom content to a member listing if it provides additional information for website usability or accuracy (such as seasonal operating hours)
- **Additional Brochure racking:** one brochure rack is included for all members. Fees will apply for additional brochure racking. The additional product or service must be supplied under the same ABN as provided on the membership application.
- **Supply of Product/Service:** Availability as shown on your Bookeasy page must be honoured. Members are directly responsible for updating rates and availability in Bookeasy on a daily basis and should also understand that bookings can be made up to two years in advance. If a member is unable to provide the product or service, after the booking has been confirmed to the consumer in writing, the member is responsible for providing an alternative product/service at equal or greater standard at the member's expense. The BVC will direct dissatisfied consumers, in such circumstances, to lodge a formal complaint with the Department of Commerce.
- **Customer Complaints:** The member will be notified by the BVC of any formal complaints. The member must use reasonable endeavors to resolve all complaints of customers who have made their booking via the BVC within 7 days of receipt of the complaint from the customer. The member must fully co-operate with the BVC in any settlement negotiations including making offers of refunds where appropriate. In cases where a resolution cannot be reached the BVC will direct dissatisfied consumers to lodge a formal complaint with the Department of Commerce.
- **Rate Parity:** *Members must ensure that retail sell prices for all accommodation and touring services listed on Bookeasy will not be above the members' own retail sell rate via all on-line and off-line sales channels.* If a member does offer a lower retail rate, and/or retail rates with inclusions or introduces a special rate direct to customers or via sales channels, the member agrees that the BVC will be able to access such rates in order to price match and the BVC's usual commission rate applies. *This rate parity policy is a condition of the BVC membership.* The BVC reserve the right to withdraw membership.
- **Specials:** All entered specials must be commissionable. Members must honor all published specials. All specials need to be provided with start and finish date and must provide a genuine offer or discount.
- **Changing Rates on Bookeasy:** If a member changes their rates on Bookeasy, all bookings made previous to the change taking place must be honored at the price originally booked.
- **Administration of Bookings:** the BVC is the administrator of all bookings. If a booking needs to be cancelled or amended the customer will need to contact the BVC directly.
- **Booking Without Payment:** bookings made by the BVC staff can be held for up to 24 hours without payment. Online bookings without payment will be cancelled within 24 hours.
- **For membership application to be accepted, the membership application form must be signed, dated and paid in full along with the certificate of public liability insurance and all relevant licenses and insurances**
- It is the responsibility of members to **advise the BVC in writing of any changes** in property ownership, contact details and changes to bank account details which occur during the membership year or after you have submitted your forms.
- **Membership fees are non-refundable, non-transferrable** and a pro-rata membership fee is applicable depending on the time of the year.
- **Cancellation Policy:** see BVC website for full cancellation policy details.
- **Members who have feedback or complaints about the BVC or its staff** should direct feedback to the BVC management, who will refer issues to the BVC board when/if required.

Broome Visitor Centres Membership Terms & Conditions

- Members to act professionally and conduct their business activity with a high level of customer service, care and consideration towards the BVC, its members, customers, staff, management and the community.
- We the BVC retain the rights to cancel membership and cease promotion of any operator who acts in a manner considered to be unprofessional or that would potentially bring the operations of the Centre into question or disrepute.
- Members are to act respectfully and not denigrate or slander anyone or discriminate on the basis of race, gender, religious belief, sexual orientation or political persuasion.
- Members ensure claims in advertising and marketing a product or service are true (including imagery), are never misleading or exaggerated and are not negative about another BVC member's product or service.
- Members are to consider interests of local communities and endeavor to ensure the impacts on businesses; community life and environment are positive and beneficial.
- Members are to manage their business effectively and efficiently, enhancing the reputation of tourism in the Broome region.
- Respond and resolve customer complaints in a timely and courteous manner and review business processes and policies when necessary.
- Members are to be ambassadors for tourism in the Broome region and help promote community understanding of the importance of tourism as a vital contributor to the Broome region's economy and quality of life.
- All famils need to be directed to our Membership Manager or the General Manager, not to staff members.
- Members should not approach Broome Visitor Centre staff to discuss other member's businesses. Any concerns should be directed to General Manager.

Waiver in Favor of BVC

- I/We acknowledge the BVC (and its officers, employees and volunteers) will not be responsible for any loss or damage to my/our products or brochures due to circumstances beyond BVC's control.

Indemnity and Release

1. I/We agree to fully indemnify the Broome Visitor Centre (and it's board, officers, employees, agents and volunteers) against any and all liability, loss, damages or costs (including legal costs on a full indemnity basis) incurred arising from or in connection with any of the following:
 - Any breach by me/us of the warranties contained in this document, the BVC Rules of Association, the BVC Code of Conduct and/ or the BVC Terms and Conditions
 - Any information or details provided by me/us to the BVC or the public about any accommodation, tours, products or services
 - Any confirmed bookings made through the BVC that are subsequently not fulfilled by me/us due to sale of business, overbooking, or unforeseen circumstances such as damage or natural disasters
 - Any persons who stay at our accommodation, participate in our tours or use any of our products or services
2. I/We agree to release the BVC from any claim for, and agree that the BVC is not liable for, any damage, loss or injury whatsoever to me/us arising from, and costs incurred in connection with:
 - The use of the www.visitbroome.com.au website, BVC booking services, Bookeasy or other membership benefits; or
 - The www.visitbroome.com.au website being interrupted, unavailable or not working properly.
 - The www.visitbroome.com.au (website as per above).
3. I/We agree that to the maximum extent permitted by law the BVC is not and will not be liable in any circumstances for any interruption to my/our business and/or any loss of profits, loss of data or any consequential or indirect losses suffered or incurred by me/us
4. The member complies with state and federal statutory regulations which affect the conduct/supply of services and indemnifies the BVC against all actions, proceedings, claims, liabilities and costs in respect to any breach of these laws.

A reference to "I", "we", "me", "us" etc in this document includes a reference to your/the company's officers, employees, agents and contractors. By signing this form, I/we confirm that I/we have read and will abide by the BVC Rules of Association / Constitution, the BVC Code of Conduct and the BVC Terms & Conditions.

*If signed on behalf of a company: I warrant that I am an authorised signatory with authority to enter into legal obligations on behalf of the company.

Membership with the BVC will NOT be valid until we have

- Signed Application Form
- Copy of current Public Liability Certificate
- Full Payment

SIGN HERE ▶

Name: _____ Title: _____

Signature: _____ Date: _____

Broome Visitor Centre

INSTORE ADVERTISING OPPORTUNITIES

The Broome Visitor Centre offers the following in-store advertising opportunities for all Broome Visitor Centre members.



BLUE WALL PROMOTION

Blue wall located behind front office staff. 4x 40-inch tv screen displaying a 30 second promotional slideshow / video rotating 10 ads per screen. *Price is per TV.

\$275 PER MONTH*
(MAY - OCT)

\$110 PER MONTH*
(NOV - APR)



FRONT WINDOW ADVERTISING

One window (880mm x 580mm) per month. *Special rates for 3, 6 and 12 month contracts or multiple windows.

\$330 PER MONTH*
plus a one off payment
of \$165 (for 1x signage
design, print and
installation)

For advertising enquiries, email membership@visitbroome.com.au or call the member hotline on 08 9195 2203.

Complete the booking form on page 2 and return by email.



GOGO ON HOLD

Have your business on our phone system for a month. Ensure the customers are asking about your business before we even answer the phones, you could be one of only three products on the system for a month.

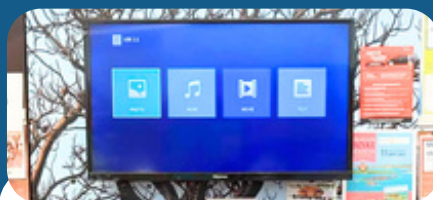
\$220 PER MONTH



PRODUCT OF THE WEEK

Available between June to October, your personal stand (A Frame) at the front of the Broome Visitor Centre, showing customers what you have on offer before they enter our doors.

\$137.50 PER WEEK



R & R TV

The new Retail & Restaurants TV 1 x 40-inch tv screen displaying a 15 second promotional video, logo or ad

**\$33 PER WEEK
OR \$1210 PER YEAR**

All pricing is GST inclusive



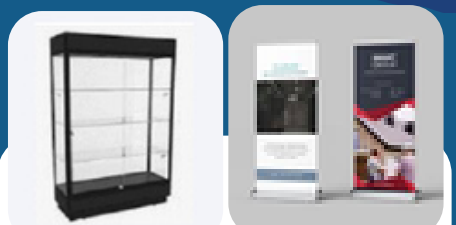
FEATURE OF THE WEEK

Your staff in store promoting your product. A table display with your retail, brochures & posters. Bring in your promotional banners, hot offers and a friendly smile to secure more customers in your business. With dedicated social media promotion and updates throughout the week you have the potential to reach thousands of visitors.

\$440 PER WEEK
(JUN - OCT)

\$275 PER WEEK
(APR - MAY)

\$165 PER WEEK
(NOV - MAR)



GLASS CABINET OR PULL UP BANNER

Our Glass Cabinets are a great way to show off your unique products and promote to visitors. We also have an option for pull up banner display inside the Broome Visitor Centre.

\$165 PER WEEK
(JUN - OCT)
\$110 PER WEEK
(NOV - MAY)



INSTORE/INTERNAL ADVERTISING BOOKING FORM

Business name: _____

ABN: _____

Contact Person: _____ Position: _____

Business Street Address: _____

Accounts Email address: _____

Contact Number: _____

Are you a BVC financial member? YES NO NOT SURE

REQUEST PACKAGE PRICING
 For members who **want to book 3 or more advertising options** please tick the box below, so we can arrange a tailored advertising package to suit your needs and budget

WHICH OPTION/S DO YOU WISH TO BOOK?

Blue Wall Promotion (note: price is per TV)

May - Oct \$275 per month (\$250 Excl GST) Start date: _____ End date: _____

Nov - April \$110 per month (\$100 Excl GST) Start date: _____ End date: _____

Go Go on Hold (phone message system)

\$220 per month (\$200 Excl GST) Start date: _____ End date: _____

Feature of the Week (FOW)

June - Oct \$440 per month (\$400 Excl GST) Start date: _____ End date: _____

April - May \$275 per month (\$250 Excl GST) Start date: _____ End date: _____

Nov - Mar \$165 per month (\$150 Excl GST) Start date: _____ End date: _____

Front Window Advertising (per window block, plus a one-off \$165 setup fee)

\$330 per month (\$300 Excl GST) Start date: _____ End date: _____

Product of the Week (POW)

\$137.50 per week (\$125 Excl GST) Start date: _____ End date: _____

R & R TV (Retail & Restaurants)

\$33 per week (\$30 Excl GST) Start date: _____ End date: _____

\$1,210 per year (\$1,100 Excl GST) Start date: _____ End date: _____

Glass Cabinet

June - Oct \$165 per week (\$150 Excl GST) Start date: _____ End date: _____

Nov - May \$110 per week (\$100 Excl GST) Start date: _____ End date: _____

Pull-Up Banner Display

June - Oct \$165 per week (\$150 Excl GST) Start date: _____ End date: _____

Nov - May \$110 per week (\$100 Excl GST) Start date: _____ End date: _____

Extra Brochure Rack (max size A4)

\$242 per year (\$220 Excl GST)

PAYMENT SUMMARY

Prices shown both Excl GST and Inc GST. Please see information sheet for any terms or conditions to advertising packages. All advertising packages will be invoiced monthly. Please enter preferred start and end dates if applicable, and dates will be confirmed once we process your booking request.

Broome Visitor Centre

DIGITAL PROMOTION PACKAGES



The Broome Visitor Centre offers the following digital promotion packages through our website visitbroome.com.au, and our social media channels on Facebook and Instagram.

OPTION A EVENT LISTING ON OUR ONLINE CALENDAR

- Your event will be listed on our **online event calendar** with links through to your booking link or further information. We can add images and details as provided by you. We can also link to a Facebook event if you have created one.

FREE

OPTION B HOMEPAGE BANNER

- 1 x **website banner** on our **visitbroome.com.au website homepage** (1080px x 400px) for 1 week.
- Your banner will be **linked to your member listing or event listing** and will be designed by the BVC marketing team.

**\$275 INCL GST
\$250 EX GST**

OPTION C SOCIAL POST & MEMBER LISTING BANNER

- 1 x **social media post and 1 x story** on Visit Broome's Facebook OR Instagram linked to your member listing or event listing
- 1 x **website banner on your existing visitbroome.com.au member listing** for 1 month (1080px x 400px).

**\$275 INCL GST
\$250 EX GST**

OPTION D WHOLE PACKAGE

- 2 x **social media posts** on Visit Broome - 1 x Instagram and 1 x Facebook
- 1 x **story on both Instagram and Facebook** (posted on your preferred date)
- 1 x **website banner on your member listing** for 1 month (1080px x 400px)
- 1 x **website banner on our homepage at visitbroome.com.au** for 1 week
- Graphic design work, if needed, is **included** in this package.

Note: Bookable operators must not include any direct contact information as social posts and website banners will be refer or link to your member listing. Photos and text may need to be provided.

**\$660 INCL GST
\$600 EX GST**



FOLLOWERS
Facebook 26.9K
Instagram 18.8K

WEBSITE
2024 stats
New users 273,439
Views 921,670

Broome Visitor Centre

DIGITAL PROMOTION PACKAGES BOOKING FORM

Business name: _____

ABN: _____

Contact Person: _____

Position: _____

Business Street Address: _____

Accounts Email address: _____

Contact Number: _____

Are you a BVC financial member? YES NO NOT SURE

WHICH OPTION DO YOU WISH TO BOOK?

OPTION A - free event listing on our online calendar No cost for members

OPTION B - homepage banner (1 week) **\$275 Incl GST** (\$250 Excl GST)

OPTION C - social post and member listing banner **\$275 Incl GST** (\$250 Excl GST)

OPTION D - whole package (2 social posts, 1 story, 1 member listing banner (1 month) and 1 homepage website banner (1 week) **\$660 Incl GST** (\$600 Excl GST)

PAYMENT DETAILS

Credit Card:

Mastercard Visa

Please note: All credit card transactions will incur a 1.5% processing fee

Card Number: _____

EXP: ___ / ___

CVC: _____

Amount: _____

Date: ___ / ___ / ___

Name on card: _____

Authorised by: _____